



SISKIYOU COUNTY CATTLEWOMEN

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Siskiyou County Cattlewomen



Introducing Your 2019-20 SCCW Board of Directors: (L-R) Lynda Beverlin, Delegate; Tara Porterfield, President; Stacey Jackson, 2nd Vice; Leanne Brown, Secretary; Cheryl Foster, Treasurer; Heidy Carver, Membership; Sharon Erickson, Past President; Jacki Zediker, Director; Jody Coats, Director. Not pictured: Lori March, 1st Vice and Rita March, Delegate.

Message From Your President:

Hello Ladies & Happy New Year! Your Siskiyou CattleWomen's Unit has been quite busy since the last meeting and I am excited to be off and running with our current board of directors for 2019-20! This newsletter includes highlights of the October meeting, Fall Dinner, and CCW convention with a sincere thanks to Heidy Carver for helping compile all the information!! Dates for most of the upcoming 2019 activities are listed on page 7, and we hope many of you will be able to join us at more SCCW activities this year! One BIG News item is that we finally have our Cargo Trailer purchased as of 1/4/19, and plan to have it on display at the Jan. 19th SCCW meeting. I am also excited to report that our recently appointed Beef Promotion & Fundraising committee has worked hard to develop a great list of new ideas to share with our members, and consider adding to our future activities & events plans - the summary of this work was emailed or mailed on 1/12/19, so check your email if you haven't seen it yet.

Currently we do have the 2019-20 SCCW Standing Committee chair positions primarily all filled, as listed on the next page, and we will have additional event chairwomen as new activities are confirmed. Thank You Very Much to all of you ladies that have agreed to these chair responsibilities, and if anyone else is interested in helping in these areas please let me know - we would love to have you involved! As your unit president I have also identified a list of goals to pursue during this term, shown on page 2. We have an outstanding CattleWomen's organization in Siskiyou County because our membership is made up of many hard working, multi-talented ladies that are involved throughout our communities in a variety of ways! We definitely appreciate your support through annual membership dues, and we always welcome participation at whatever level beyond that you are interested in as we pursue our mission of women excelling in agriculture with beef promotion, education and community involvement.

Sincerely, *Tara Porterfield*

You Are Invited!!

Winter SCCW General Membership Luncheon Meeting

Sat 1/19/19 11:00 am

Brand-N Iron Restaurant
612 S Main St, Yreka, CA

Special Guest Speakers will be
**Dr. Rachel Dunn Black &
also Jennifer Hart, AirMedCare**

Agenda includes 2019 SCCW
Beef Promotion Plans, Budget,
Policies & Procedures

Buffet Luncheon with salad, beef
entree, fruit, beverage & dessert.
\$18.00/person including tax & tip

If you missed the RSVP date for the
lunch meal, you are still welcome to
join us for the meeting & speakers!



REMINDER:

To be sure you receive the Siskiyou CattleWomen newsletters & updates via email please add the email address below to your safe list so it does not go into your spam or junk mail.

siskiyoucountycattlewomen@gmail.com

Members that do not have email will still receive mailed copy of newsletter.

2019-20 SCCW Standing Committees:

<u>COMMITTEE</u>	<u>CHAIR / CO-CHAIR</u>
Ag-Awareness Day	Jacki Zediker/Lynda Beverlin
Ag In The Classroom	County Chair: Lynda Beverlin
Scott Valley	Co-Chair: Lynda Beverlin
Shasta Valley	Co-Chair: Donna Griffin
Butte Valley	Co-Chair: Rebecca Broomell
Animal Health	Carolyn Houghton
Beef Ambassador	Emma Morris & Melanie Fowle
Beef Promotion	Stacey Jackson
Budget & Audit	Cheryl Foster
Beef Carcass Contest	Siskiyou Fair - pending
	TLBV Fair - Tara Porterfield
CattleWomen of the Year	Heidy Carver (2019)
SCCW Top Hand	Caroline Luiz
SCCW Pioneer Beef Woman	Maryann Munson
Decorations	Elaine Kuck/Rebecca Broomell
Gordon Lau/Cow Palace	Melanie Fowle
Legislation	Cheryl Foster
Parliamentarian	Melanie Fowle
Publicity/Newsletter	Stacey Jackson/Tara Porterfield
Sandwich Booth	Pending
SCCA Liaison	Tara Porterfield/Cheryl Foster/ Sharon Erickson
SCCW Scholarships	Julie Kimball
Scrapbook/Historian	Heidy Carver
Silent Auction	Cheryl Foster
Sunshine	Selma Schantz
Webmaster/Social Media	Heidy Carver

2019-20 SCCW President's Goals:

- 1) Increase member involvement in SCCW Committees
- 2) Increase attendance at the three General SCCW Meetings each year
- 3) Implement at least 2 New Beef Promotion activities each year
- 4) Implement 1 New Youth Contest or Activity each year that promotes agriculture and beef to children in the general public
- 5) Build a meaningful SCCW youth program with one annual 'fun' event dedicated to Junior Members
- 6) Develop & Implement at least 1 New Fundraiser event each year
- 7) Increase publicity efforts with more printed articles, & radio spots; and increase our social media presence with more postings of 'ranch life' activities and general beef promotion items
- 8) Host or co-host a Masters of Beef Advocacy (MBA) certification class & a Beef Quality Assurance certification class for anyone interested in participating

The SCCW CARGO TRAILER Has Been Purchased!

2018 7x14' Continental Cargo

Brand decals are in the design works. Sponsorships still available!



SCCW OCTOBER 6, 2018 GENERAL MEETING RECAP - BY HEIDY CARVER

Approximately 30 people attended the Fall SCCW Meeting held at the beautiful Butte Valley Community Center in Dorris, CA. New Business included the announcement that Jacki Zediker and staff are updating the Siskiyou County Cattlemen and CattleWomen of the Year pictures on their conference room wall. The SCCA/SCCW Fall Dinner will be held October 27, 2018 in Yreka and the committees have the details handled. CCA/CCW Convention November 28-30th, 2018 in Sparks, NV will be well attended by Siskiyou County CattleWomen to wish Cheryl Foster well as she is outgoing CCW President while Tara Porterfield as Secretary, Heidy Carver as Treasurer, and Sharon Erickson as Northern Director will be installed as part of the 2019-2020 CCW Officer Team.

Our Siskiyou CattleWomen 2019-2020 Officers were installed: President - Tara Porterfield, 1st VP - Lori March, 2nd VP - Stacey Jackson, Secretary - Leanne Brown, Treasurer - Cheryl Foster, and Past President - Sharon Erickson. Directors - Jody Coats and Jacki Zediker. Membership & Webmaster - Heidy Carver. Delegates - Lori March, Stacey Jackson, Rita March, and Lynda Beverlin. Then Callahan Zediker gave a presentation on her Washington DC Leadership trip and thanked the CattleWomen for sponsoring her through the Jennie Kuck Bridwell Scholarship program.

Next Carissa Koopman Rivers presented the Tulalake-Butte Valley Fair Carcass contest results. The top 3 were: 1st - Madison Fine, 2nd - McKenna Fine, and 3rd - Maycie Wilson.

A committee was formed to provide alternative fundraising/beef promotion ideas to possibly replace the sandwich booth at the fair and their recommendations will be presented at the January 2019 meeting. A cargo trailer will be purchased by December 2018. Our 2018 Top Hand award recipient was Rebecca Broomell, and the Pioneer

Beef Woman award will be announced at the Fall Dinner. The Butte Valley FFA served a delicious lunch

of steak, salad, bread, and dessert. After the meeting, the Painting with Friends event was attended by 20 cattlegwomen and friends, and it was a fun time!



Top Hand Chair, Caroline Luiz, presents the 2018 Award to Rebecca Broomell!



Tulalake-Butte Valley Fair beef carcass contest awards. Pictured (l-r) Tara Porterfield, McKenna Fine, Maycie Wilson, Madison Fine, Carissa & Bray Lynn Rivers, and TLBV Fair Board members Tracey Struble & Crystal Fine.



Above: our youngest SCCW member, Bray Lynn Rivers, had a great time painting her pumpkins! Right: Great show from everyone that joined the Painting Party!



SCCA/SCCW 2018 Fall Dinner Highlights ...

The event on Oct 27th had a big crowd, great dinner and the new Dessert & Live Auctions went very well along with the SCCW Silent Auction. Thank you to everyone who contributed to the fundraising and helped with the event, including the wonderful decorations by Elaine Kuck and Rebecca Broomell. Eleven past Siskiyou CattleWomen of the Year were in attendance.... pictured L-R below: Melanie Fowle, Michele Murphy, Erin Fowle, Cheryl Foster, Barbara Cowley, Lynne Bryan, Sharon Erickson, Lynda Beverlin, Heidi Martin, Tara Porterfield & Rita March!



Pictured Left: Rita March received the SCCW 2018 Pioneer Beef Woman award from Maryann Munson.



Pictured Right: Heidy Carver, center, was honored as the 2018 SCCW CattleWoman of the Year. Here she received a certificate of honor from CA Assemblyman Brian Dable's office & congrats from Tara Porterfield.



2018 CattleWoman of the Year Events by Heidy Carver

I was very surprised and honored to receive the 2018 CattleWoman of the Year award at the SCCA/SCCW Fall Dinner on October 27, 2018. I appreciate all of my family and friends that were there to support me. The vase and flowers were gorgeous. Next I received a certificate of recognition as CattleWoman of the Year by the Siskiyou County Board of Supervisors and presented by Ray Haupt on November 13th. Then it was time to attend the CCW Cowbelle of the Year Luncheon at Convention in Sparks, NV November 28-30th. The bracelet I received was beautiful. It was very nice to have the support of 15 Siskiyou County CattleWomen and my family to celebrate with. The final event for 2018 was riding my horse in the Fort Jones Christmas Parade with my mom Nancy Carver to represent Siskiyou County CattleWomen, complete with red SCCW Brand Scarves draped over back of our horses. It was well attended thanks to very nice weather.



CCW CALENDAR OF EVENTS & NEWS NOTES

The Spring 2019 California CattleWomen's (CCW) Meeting will be held in conjunction with the California Women for Ag group in Visalia, CA, on March 15-17th. The Spring meeting will focus on "Wellness through the lens of Agriculture" with guest speakers Shannon Douglas from California Farm Bureau, Jill Scofield from California Beef Council, Judy Culbertson from California Foundation for Agriculture in the Classroom, and Celeste Settrini a California CattleWoman member. Watch for registration information in the next edition of the CCW Newsletter that is mailed to all members!

The Mid-Year 2019 Meeting will be held in Rancho Murieta, CA on June 19-21st, and the 2019 CCA/CCW Convention will be held at the Peppermill in Reno, NV on December 4-6th. Both of these events are held in conjunction with the California Cattlemen (CCA).

All Siskiyou CattleWomen are also members of the California CattleWomen with the joint dues structure. Any CCW member is welcome to attend the state meetings, and it is a great place to meet other cattlemen from all around California. It is enjoyable to make new friendships, network on successful cattlemen activities, and attend workshops/meetings that include ideas for beef promotion & education along with other timely topics. If you are interested in attending a state meeting, please just let one of our SCCW board members know if you choose to be included in our group's travel & hotel plans.

67TH CCW ANNUAL CONVENTION HIGHLIGHTS: STORY BY HEIDY CARVER

Weather was cooperative for driving to Sparks, NV for the convention, held Nov. 28-30, 2018. A total of 16 Siskiyou County CattleWomen attended. All of us enjoyed spending time with our travels buddies/roommates which made the miles go by quickly. The Convention began with the CCA Opening Session by Dave Daley, which included 2018 Year in review. The highlights were the creation of the Cal Public Lands Council to promote communication between grazing permittees and government agencies and SB 965 approved by Governor Brown which will allow cattle producers to vote on whether to create a California Cattle Council to provide education and research of live cattle issues. Next, Tim Williams from Dept of Interior in Washington DC as a liaison to all the environmental, agricultural, and natural resources groups, spoke on revamping National Parks and Wildlife Refuges, promoting hunting and fishing, and multi-use recreation in wilderness and forests. The Dept of Interior is trying to make the environmental regulations and reports more common sense based and require the various other government agencies involved to work together and share information. It also wants to streamline the Endangered Species Act and decrease the amount of sue & settle lawsuits that are used now



CCW 2019-20 Board, including Siskiyou representatives Cheryl Foster, Past President; Heidi Carver, Treasurer; Tara Porterfield, Secretary & Sharon Erickson. Northern Director: Not pictured. Emma Morris. Beef Promotion

to go around Congress. Next Kevin Kester, President NCBA (from CA), shared recent updates on trade, legal issues, and regulations that affect agriculture. He started out thanking California for being one of the top states with 60% of its CCA members also belonging to NCBA. Beef trade with other countries is continuing with new trade agreements. One fifth of US beef is exported to



Lynda Beverlin presented Heidi Carver with her 2018 CattleWomen of the Year silver bracelet at the Luncheon.

Asia. The Farm Bill is almost finalized and should be ready by end of 2018. The electronic logbook device regulations affecting livestock transport should be waived for livestock haulers for the foreseeable future. WOTUS is being redefined with clearer and reasonable wording. Country of Origin for food products is continuing. Fake meat production, labeling, and advertising is still a concern and needs to be addressed at a Federal level.

The CCW Executive Meeting was held Wednesday evening with approximately 20 people attending. Details for Friday's Board Meeting were finalized. Wednesday evening ended with the Allied Industry Reception and trade show. There was good food, drinks, and a lot of neat items at the trade show. The CCW booth did well. Thank you to all who helped managing it.

Thursday began with the CCW President's Training Breakfast. After a little issue with the location, the meeting was well attended. Unit Presidents were given flash drives with updated 2019-2020 forms and directory of CCW Officers/Committee Chairs. All of the committee chairs stressed the importance of reporting by the deadlines in order for accurate numbers to be gathered. The outgoing officers and committee chairs introduced the incoming officers and committee chairs along with any changes being made in 2019-2020.

Next was the Heritage Foundation meeting, which was attended by approximately 20 people. The 501c3 foundation elected 2019-2020 officers and are in the process of creating/updating their Bylaws/Policies & Procedures. The updated Foundation informational tri-fold brochure was approved. CCW will provide a link within their web page to promote the Heritage Foundation. Funds donated to the Foundation can be used for beef promotion education, leadership education, scholarships, or other items as designated by the donor.

(Continued on Page 6)

67TH CCW ANNUAL CONVENTION HIGHLIGHTS: CONTINUED



Sixteen SCCW members attended the 2018 CCW convention! Pictured (l-r): Nancy Carver, Melanie Fowle, Heidi Carver, Kara Porterfield, Tara Porterfield, Rebecca Broomell, Cheryl Foster, Stacey Jackson, Jody Coats, Michele Murphy, Sharon Erickson, Barbara Cowley, Carol Silicz, Carolyn Houghton & Lynda Beverlin. Not pictured, Colleen Cowley.

The Cowbelle of the Year Luncheon provided a nice break from meetings. Approximately 120 people attended to honor the 25 recipients. The CCW Education Workshop was in the afternoon. Gary Olsen from Farm Credit spoke on the various lending options available to agriculture and how the internet has affected his business. He said that accrual basis accounting provides the most accurate financial statements. Loans are not just based on collateral. He stressed the importance of proper estate/succession planning. Limited Liability Companies and Limited Partnerships are now one of the most common types of business structures. The average agricultural loan is now \$50-100 million.

Next Susan Menges and Staci Emm spoke on beef promotion and advocacy that can be done as an individual. The key is to build a personal relationship with the person we are trying to educate. They promoted the “30 second elevator speech” in order to provide the key facts of your topic to your target audience. They provided tips on how to conduct live and phone interviews so that you can have the most control of the topics and interview path. They explained the benefits and drawbacks of using social media. The workshop ended with a short presentation from Seth Joel and Charlie Holland who are photographers who would like to do a California Ranch Raised Kids photo book, including a one-page interview for each child included in the book, with the help of CCW. They have done a book for the Arizona CattleWomen what was very well received and was a good educational fundraising tool. The books sold for approximately \$28 and 1,000 were printed. CCW will discuss supporting the book and it should be complete by December 2019.

The CCW President's Reception in Cheryl's suite was very nice with approximately 30 people visiting and enjoying drinks and snacks provided by Siskiyou and Shasta Counties. The day ended with the CCA/CCW Banquet dinner, which was well attended.

Friday began with the CCW Awards Breakfast. ANCW President Gwen Geis was the guest speaker on current ANCW events/topics. She also promoted Women in Ranching Education and Development (WIRED), which is a new workshop to inform women on ag issues, ranch life workings, and marketing techniques. CCW Awards were given out, and Siskiyou County did very well - *see summary of awards on page 5*. Then CCW honored its nominees for ANCW: Outstanding Beef Promoter which was Maxine DeCosta, CattleWoman of Year – Sheila Bowen, and Outstanding Educator – Pat Shepherd. Pat Shepherd also won the ANCW Outstanding Educator Award. At the end, Gwen Geis and Melanie Fowle inducted the 2019-2020 CCW Officers and Committee Chairs and handed out the customary golden poppies. Congratulations to Siskiyou members who are serving on the CCW board under President Callie Borrer: Tara Porterfield – Secretary, Heidi Carver – Treasurer, Sharon Erickson – Northern Director, Cheryl Foster – Past President, and Emma Morris – Beef Promo Chair.

The convention ended with the CCW Board Meeting with approximately 90 attendees. CCW is in the running for the ANCW MOOVE membership contest with almost 2% increase in membership from November 2017 to November 2018. CCW has 179 members who belong to ANCW. The Powder River Panel raffle raised approximately \$21,000 with 50% of the proceeds going back to the units based on their tickets sales. Siskiyou sold approximately \$7,400 in a large part due to Rita March's “sugar daddies”. The CCW trade show booth did well with sales of approximately \$1,800 net. The money will be disbursed back to the six local units who sold items at the booth. CCW raised approximately \$2,500 for the Camp Fire relief. It was approved that the Butte County CattleWomen distribute the funds to individuals or groups in the area. The California Ranch Kids book was approved by CCW along with donating \$2,500 to the project. Julie Barnett will be the committee chair. A sheet was passed around for local units to sign up if interested. *See the CCW Calendar of Events on page 4 of this newsletter for all the 2019 meeting dates!*

Siskiyou CattleWomen Awards at 2018 CCW Convention

Bayer Beef Promotion & Education Book Awards:

- 1st place, large unit Scrapbook, \$100
- 1st place Newsletter, \$50

Congratulations & THANK YOU to Chairwoman Sharon Erickson and her helpers for doing such an outstanding job on these entries as the competition is steep!! Sharon has been the scrapbook chair for MANY Years and retired with a bang with two 1st place awards!!



All-Star Reader Awards:

(for # of hours of classroom reading)

- 5th place - Lynda Beverlin
- Recognition Certificate - Sharon Erickson

Ag In The Classroom Awards:

(for number of students reached in presentations)

- Recognition Certificate

Media Madness Awards:

(for newsprint, radio & social media promotions)

- Recognition Certificate

Beef Promotion Awards:

- 2nd place, \$200

Walt Rodman Awards from CA Beef Council:

- \$50 Participation for "Jennie Kuck Bridwell Scholarship" program

~~ SISKIYOU AG WEDNESDAYS ~~

at FIVE MARY'S BURGERHOUSE in Fort Jones

A Huge THANK YOU to Five Mary's for their support of our local agricultural community!! They are donating 10% of **Every Wednesday's** restaurant sales to be split equally between the Siskiyou CattleWomen, Cattlemen and Farm Bureau!!!

2019 SCCW Board Members & Contact Information

Officers:

President:	Tara Porterfield	cowgirljake1986@gmail.com	530-398-4083
1st Vice President:	Lori March	lorivallo@yahoo.com	530-598-6187
2nd Vice President:	Stacey Jackson	SMJac521@aol.com	530-598-0196
Secretary:	Leanne Brown	sisqbrown@gmail.com	530-598-4444
Treasurer:	Cheryl Foster	cherylafosterLB@gmail.com	530-459-3270
Past President:	Sharon Erickson	valhallaranch5@gmail.com	530-598-6741
Membership/Webmaster:	Heidy Carver	heideranch@hotmail.com	530-468-4126

Directors:

Jody Coats	coatslivestock@gmail.com	530-397-2476
Jacki Zediker	jkzediker@ucanr.edu	530-459-0529

Delegates:

Rita March, Lynda Beverlin, Stacey Jackson & Lori March

Mark Your Calendar

2019 DATES

Jan 28-Feb 1st: Cattle Industry Annual Convention & NCBA Trade Show, New Orleans, LA

Feb 25th: SCCA Animal Health Mtg, Montague School

March (TBA): SCCW Beef Ambassador Contest

March 15-17th: CCW Spring Mtg, Visalia, CA

March 23rd: Siskiyou Beef Quality Assurance Day (UCANR Event)

March 26th: SCCW Board Mtg., 6:00pm, Yreka

March 28th: Predator Workshop (UCANR Event)

Apr 5-6th: CCW Beef Ambassador Contest, Santa Clara, CA

Apr 27th: **SPRING SCCW General Membership Meeting - Scott Valley**

May 6-8th: ANCW Region VI meeting, Bear Lake, Utah

May 16th: Ag Awareness Day, Siskiyou Fairgrounds

May 28th: SCCW Board Mtg, 6pm, Yreka

June 19-21st: CCA/CCW Mid-Year Mtg, Rancho Murieta, CA

July 16th: SCCW Board Mtg, 6pm, Yreka

Aug 7-11th: Siskiyou Golden Fair, Yreka

Aug 24th: SCCA Tour, Scott Valley

Sept 5-8th: Tulelake-Butte Valley Fair, Tulelake, CA

Sept 10th: SCCW Board Mtg, 6:00pm, Yreka

Oct 5th: **FALL SCCW General Membership Mtg, Dorris**

Oct 26th: Annual SCCA/SCCW Fall Dinner, Yreka

Dec 4-6th: CCA/CCW Annual Convention, Reno,

